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EXTENSION SERVICE
Review

MARCH 1960



EXTENSION SERVICE Review

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The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Bureau of the Budget (June 26, 1958).

The Extension Service Review is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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No. 3

EAR TO THE GROUND

If I had tried to put my ear to the ground this week, I'd have had it frost-bitten. Washington has plenty of snow as this is being written.

But by the time you read this issue, the scene on this month's cover will be a familiar sight. Spring will be here and farmers will be starting another busy year.

The other day I read about a farmer who was sitting on his porch, looking rather glum, when a stranger approached. "How's your cotton this year?" the stranger asked. "Ain't got none," the farmer replied. "Afraid of boll weevils."

"What about your corn?" the stranger asked. "Season looked dry so I didn't plant none," was the farmer's reply.

The stranger was puzzled. "Well, what did you plant?"

"Nothing," answered the farmer, "I played it safe."

I'm sure that not many farmers "play it safe" by not planting anything. But I wonder if any extension workers play it safe by not trying something new. I'm sure there are a few. In any group of 15,000 workers, there must be a few satisfied with the status quo—who think if something was all right last year, or 5 years ago, it must still be all right.

In this issue are some examples of extension workers who weren't satisfied to play it safe. They weren't afraid to experiment—to try a new approach to an old problem.

In San Bernardino County, Calif., the extension staff tried a new way of improving farm-city relations. Farm organizations sponsored a county breakfast, featuring local farm products on the menu. Businessmen were breakfast guests of the farmers. And the speakers not only pointed out the importance of agriculture in the country, they stressed values of a good breakfast.

In Detroit, the Better Living meetings are bringing helpful information to thousands of brides, young mothers, and working women. And in Maury County, Tenn., the home economics agents set up associate memberships for women unable to attend club meetings. Regular members "adopt" an associate and take the information to them.

Throughout every Review issue are examples of agents who don't play it safe—who dare to try something new. And these are the agents who are building successful programs. In Extension, as in any endeavor, the future belongs to those who dare.—EHR

The Review is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at 15 cents per copy or by subscription at \$1.50 a year, domestic, and \$2.25, foreign.



IN THE NEAR EAST . . .

EXTENSION TAKES GIANT STEPS

by FAYETTE W. PARVIN,
Assistant to the President, University of Florida

Editor's Note: At the invitation of ICA, the author visited countries in the Near East and South Asia during July 1959. In this article, he gives a few of his impressions of Extension's growth and development in Greece, Jordan, and Iran.

AGRICULTURAL extension is on the march in the Near East! In just a few short years, the Extension Services in Greece, Jordan, and Iran have developed into stable educational arms of their Ministries of Agriculture in the highest extension tradition.

In my opinion, this is at least partially traceable to two factors: (1) the director of extension in each of these countries has received excellent fundamental training in the philosophy of extension in the United States, and (2) good practical American extension specialists have been sent to these countries as advisors.

As I visited with Director Mousouros of Greece, Director Hassan of Jordan, and Director Rassi of Iran, I was thrilled to hear their philosophy of extension. These men are extremely well-grounded in extension and the Americans who planned their training programs and who have advised and worked with them can be proud of their accomplishments.

This was my second visit to observe extension work in South and Southeast Asia. Since my first visit about 7 years ago, the extension services have matured greatly and achieved high stature.

Beginning Obstacles

A persistent early problem in many countries is the need to separate regulatory and administrative functions from the extension education function of the Ministry of Agriculture. In Greece this separation was accomplished simply by basing regulatory inspectors at the headquarters office and extension agents in the villages. The village agents go among their farm families in the role of educator, advisor, and friend. The regulatory inspectors perform their duties without reference to the village extension agents.

Another difficult assignment for young extension services is to convince farmers that they should assume certain responsibilities rather than to depend upon the government to do these things.

The Jordanian Extension Service has been highly successful in this difficult area. Prior to 1958, Jordanian farmers had assumed that locust

control was the full responsibility of the government. That year, Jordan asked the extension service to conduct an educational program among the farmers to convince them that they should provide volunteer labor for locust control. Poison bait would be provided by the government. The agents met with overwhelming success and Jordanian farmers now fully expect to conduct their own locust control campaign.

In the olive-growing area of Jordan, the government formerly dispensed free insecticides to control a borer in olive trees. Today in one village six merchants are selling these insecticides. This is an example of free enterprise flourishing as a result of a successful educational program.

Working Principles

Rural youth work in Greece in some respects could well be a model for other parts of the world. A group of young people wishing to form a club must first form a kind of "apprentice-group." They must demonstrate an ability to work together on a village project and to take individual responsibilities for their own projects. After proving their worthiness in this manner, they are permitted to become a club.

An alumnus of one Rural Youth Club decided to apply the principles of cooperation and singleness of purpose learned as a club member to the field of politics. He lived in a two-party area and was elected mayor by his own party.

After he got in office, however, he decreed that all should work together for the common good—as did the Rural Youth Clubs, and that party lines were to be ignored where the community good was an issue. He was a successful mayor and was re-elected by an overwhelming majority.

The mayor, who owned and operated a 20-acre farm, decided he could no longer do justice to both the office of mayor and the farm. So he announced that he would not be a candidate for a third term. Immediately a delegation from the opposition

(See *Near East*, page 54)

THE COUNTY CAME TO BREAKFAST

by F. W. DORMAN, San Bernardino County Extension Director, California

WHAT a breakfast \$40 million worth of eggs would make! Poultry Advisor Bill Watson made this comment to Home Advisor Gayle Austin as he looked over annual production reports for San Bernardino County.

Later, on her way to a home extension group meeting, Mrs. Austin thought about this \$40 million breakfast. How could people be encouraged to eat a better breakfast? Then the idea came—a San Bernardino County Breakfast to include eggs, milk, and citrus, the three leading agricultural commodities of the county.

Idea Spreads

Mrs. Austin presented her idea at staff conference. Suggestions came fast. "Let's put on a breakfast and invite the Board of Supervisors." "Have the 4-H club girls do it." "Let's include some agricultural leaders." "Get the supermarkets and newspapers to promote it." "Have a poster contest among the school children."

The idea was outlined and presented to extension specialists in January 1959. The public information specialist felt that a lot of nutrition education and public relations could be hung on the idea. The visual aids specialist sketched some mobiles we might use.

The county breakfast idea was discussed with a Farm-City committee. This group of businessmen,

farmers, bankers, and county officials was not overenthusiastic. But they appointed a steering committee.

The steering committee consisted of a citrus grower and a poultryman, both strong leaders in their respective fields. The secretary-manager of the Dairymen's Service Association became unofficial banker. The manager of the County Board of Trade was made general chairman and, representing Extension, I was named program chairman. The Agricultural Commissioner and the chairman of the Inter-Service Club Council also helped on the committee.

The steering committee immediately set these objectives for the breakfast: To encourage people to eat a nutritious breakfast and to make business, industrial, and civic leaders of the county more aware of the importance of a sound agriculture.

Because the breakfast would feature eggs, milk, and citrus, these three commodity groups assumed some responsibility for organizing the event. All of the county's agricultural industries were invited to participate.

Flashes of brilliance now gave way to team sweat; brainstorming to digging and building. "B-Day" was set for October 1, with an 11 a.m. brunch and brief program. Speakers were selected by early June—Gayle Austin on nutrition and a banker on the importance of a sound agriculture.

A newspaper campaign was outlined. Localizing the story with names and pictures was easy. The first news release went out early in July. From the start, press and radio cooperation was excellent.

Sale of tickets, organized along commodity lines, got underway August 1. Farmers paid \$3.30 for a "double" ticket. For each ticket sold, a guest from industry or government was invited by the steering committee. As ticket sales were reported, invitations went out to business and civic leaders to be the guests of agriculture at the county breakfast.

It all sounds easy and logical, doesn't it? That's what the steering committee thought in June! But how can a farmer know in August what he'll be doing in October? You can't invite a guest until there's a farmer-host to buy his breakfast. When a potential guest doesn't reply to his

invitation, is he coming, not coming, or undecided? Ticket sales were supposed to be completed by September 1 but dribbled on to the day of the breakfast.

As guests accepted invitations, their names were mailed to ticket purchasers. The farmer was asked to get in touch with his guest and act as his host at the breakfast. Farmers not assigned guests were asked to contact those who had not responded to the invitation.

The day of the breakfast broke clear, bright, and with a roar of fluttering "butterflies." By 10:30 the tables were tastefully decorated. Donations of milk, orange juice, and honey were at each place. Programs, marked Farmer and Guest, served as place cards. Five 4-H Club girls and five FFA members in uniform ushered.

At first, the more than 400 farmers and guests had difficulty finding each other, neither knowing what the other looked like. But after people got seated, the breakfast began and the program rolled smoothly. Audience reaction was excellent.

After the breakfast, we had to get out the final news release. That made a total of 8 releases, 6 with pictures, for a total of 160 column inches.

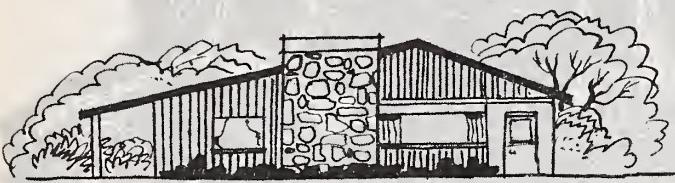
Audience Reaction

After a good meal, guests and farmers were very enthusiastic. What would they say next week? A letter was sent to all ticket purchasers. They were asked on a self-addressed, return card, "Would you buy a ticket and attend another San Bernardino County Breakfast in: 1 year . . . , 2 years . . . , never . . . ?" We asked for suggestions.

The response was good. About 80 percent replied "1 year," 15 percent "2 years," and 5 percent said "never" would be too soon. This amounts to a mandate for another breakfast in a year or two.

Was it worthwhile from extension's viewpoint? Definitely yes! A good job of nutrition education was done. And better relationships and understanding exist between farmers and business and civic leaders.

SPELLING OUT WHAT ZONING MEANS



CARVER County has a way of spelling out the real meaning of terms like "zoning" and "land use planning" for Minnesotans.

The system is a broad public affairs education program, coordinated by County Agent Dale Smith. Through it, local citizens have tackled some of the most crucial and complex public problems facing this area on the Twin Cities' western fringe.

The program opened with a campaign for informing residents in areas of possible metropolitan expansion on procedures for and benefits from land use planning and zoning. Then came a series of 22 meetings on "local government and how it operates" for more than 400 4-H youths and their parents.

"Change" has as much meaning in Carver County right now as anywhere in Minnesota. Homes have been popping up in rural areas. Total population is over 21,000, up 3,000 since 1950. Farm population is under 4,000 compared to 6,500 in 1940.

With changes come problems. Where will rural homes be built? How will sewage be handled? How about industrial development? Governmental structure? Schools?

Should the old system—adequate in the past—be changed?

"The entire situation," Smith says, "called for increased understanding of the problems and ways to meet them. Many people needed to cooperate to further this understanding."

Planned Growth

Take the land use problem, for example. Chanhassen township—closer to Minneapolis than any other in the county—had passed a zoning ordinance back in 1952. The regulations specified areas for commercial development and other areas for farms and homes only.

Other areas southwest of Chanhassen also saw a need for planning. The town board chairman in San Francisco township says, "We saw the handwriting on the wall a couple of years ago. More homes have been built here. A third of our farms are operated part-time." There was a possibility of industry, too. Naturally, residents of the area were concerned over how this development would proceed.

Similar concern was voiced in

Dahlgren township, adjacent to the town of San Francisco. Nobody wanted a junkyard or garbage dump next door. And as the chairman of the township board of supervisors says, "The tendency now is for more people to live in the country. This means we have road, building, and health problems we never had before."

Yet there was some public apprehension about zoning. Some people felt it would result in undesirable restrictions.

Benefits Explained

Local farm leaders took the problem to County Agent Smith, who set up a public forum at Waconia last March. He called in a group of experts—the county zoning officer, the director of the Twin Cities Metropolitan Planning commission, and several University of Minnesota specialists.

Some 150 persons heard this panel discuss land use planning and zoning—and how local areas could benefit from it. This set the stage for more local discussion. In Dahlgren township, the supervisors called in Smith and a group of leaders from already-zoned Chanhassen township.

The Chanhassen men had some sound words of advice. Said one Chanhassen township supervisor: "If you zone, make sure you watch property valuation. Assessment standards must be equal for farm and non-farm property—one can't carry the tax burden alone."

He also helped clarify what zoning protects, as well as restricts. "It's a way to plan for the future," he said. Visitors were reminded of the park requirement—in Carver County five percent of all platted land must be donated for public parks.

"The evening we met," one supervisor reported, "there was a big change in attitude toward zoning. We found out what the objections were." That made it possible to point out ways to meet these objections.

It wasn't long before township voters authorized the Dahlgren town board to enact a zoning ordinance.

(See *Zoning, page 48*)

HAND IN HAND

by THOMAS A. ROBB,
Washington County Director, Iowa

A POPULAR song of a few years back philosophized on love and marriage. It contended that you "can't have one without the other."

Professional improvement and work in Farm and Home Development are just about as closely related. That's what the extension staff has found in Washington County, Iowa. We've discovered that both formal and informal professional improvement efforts have helped us in scoring real gains in F&HD. And our work in F&HD has increased our competence as extension educators.

Program Outline

All three of us on the county staff work in Farm and Home Development. Associate Merritt Canady, Home Economist Marilyn Schweitzer, and I are now working with 50 families. Incidentally, in our county, we work intensively with cooperators for 3 years.

We work through neighborhood groups with new groups organized in early January. Two meetings are held with each new group.

The cooperators are expected to keep a farm account book and a record of family living expenses. The agricultural agent and home agent together make a spring visit to the home of the cooperator and the agricultural agent makes about two additional visits each year. Other activities include record summaries, analysis meetings, outlook meetings, tours, a monthly newsletter, and a few other meetings for second and third-year cooperators.

How has professional improvement affected work in this field? We have found that both formal and informal professional improvement are needed for effective work. And we've found that effective F&HD work has added to our professional competence in this and other areas of work in the county. Professional Improvement and Farm and Home Development go hand in hand.

In 1950, when I came to this county, farm business associations were serving well the needs of older, established farm families. But the needs of young families were obvious. We groped in the dark for ways to help them.

That year we developed a program for a countywide group of young farmers and their wives. It had many similarities to our present farm and home activities, including group meetings, recordkeeping, and analysis. However, because the staff felt inadequate and pressed for time, the program was not continued.

Building a Foundation

As a graduate in animal husbandry, I felt inadequate in this management field. So I took a step that seems now to have been the most important single factor in training and instilling confidence in an inexperienced worker. I obtained permission and took time to accompany the farm business association fieldman on his county visits. These visits and access to farm records gave me a fuller understanding of the economics of the farm business.

In 1953 and 1954 we organized 2-day farm operator schools with the cooperation of county banks. By 1955, we saw the importance of wives being involved in these sessions, so the schools became "couple" affairs. And the home economist and I made followup farm and home visits with couples who attended.

While gaining a great deal of professional competence from such activities, the need for more training was apparent.

With the start of 1956, Merritt Canady joined our staff. He brought 10 years of practical farming experience in addition to his formal training in agriculture. We were then

staffed for more aggressive work in F&HD.

During the same month that Canady joined the staff, the three of us attended the 3-day farm and home workshop at Iowa State University.

Farm and home management specialists had developed some new tools for work in this area and had tested them in pilot counties. This workshop helped acquaint us with these tools and their use. Among them were enterprise returns and costs, budget forms, summary analysis forms, family conference record forms and others. The workshop also covered philosophy of Farm and Home Development, effective farm and home visits, counseling techniques, and materials and ideas for group teaching.

Thirst for Knowledge

In Farm and Home Development, the more you know the more you feel you need to know. Merritt Canady recognized this need for further training. He completed the Farm and Home Development course at the Wisconsin Regional Summer School in 1957 and shared information with us when he returned.

One of Marilyn Schweitzer's first training activities after joining our staff was to attend a State farm and home workshop. Since then, I have had opportunity to make presentations at these workshops and find that they also had a sizeable influence on my performance.

A considerable amount of professional improvement comes in an informal leisure time setting. It means a lot of reading. Iowa State specialists have written several useful books. The **EXTENSION SERVICE REVIEW** issues on Farm and Home Development have been helpful.

We strongly endorse reading for professional improvement. It need not wait for someone to set up a course. We find that the personal desire to learn which develops from F&HD can be an effective stimulus to stay with this kind of personal study.

District extension economists are key persons in our training. They

(See *Hand In Hand*, page 49)

Training—Part of the Job

by GEORGE F. KESSLER, Lowndes County Agent, Georgia

DURING the past 2 decades I have observed some of the dynamic changes in farm and home life. As a result, my plan of work varies from season to season. And my schedule never becomes static.

Someone has said that training is inevitable. Since receiving my bachelor's degree, my educational advancement has been an informal day-to-day process. I have not attended graduate school, so my formal training has been limited to periods of 1 to 10 days. District and State workshops have been professional guideposts, aiding me in Program Projection and other extension activities.

As agent in one of 18 pilot counties selected in 1955 to begin Program Projection, I benefited by special training in a week-long workshop. This intensive development of a long-range program has challenged me to use my ingenuity in keeping the county program before leaders.

Outlook on Training

I have been acutely aware of the significance of training since joining Extension. Rural people are stimulated to make changes through education. The result is more efficient production and marketing of farm products, conservation of natural resources, improved living standards, and a richer community life. So I believe the objective of each extension worker should be to uplift his standards.

Facts, skills, and attitudes point to new routes in program advancement. Facts come from many sources, including the U. S. Department of Agriculture, colleges, research, private industry, and farm people.

An individual's attitude is a major consideration. Many times he must be convinced before he accepts the latest facts or develops new skills.

For instance, in projecting our soil fertilization program, we had to establish nitrogen demonstrations throughout the county. Seeing is

believing in this case and farmers accepted the idea that the application of high rates of nitrogen would increase per acre returns.



Training principles in Extension are wide in scope. They bring us new horizons and new concepts. My educational tools have included in-service conferences, communications and agronomy short courses, tours in neighboring States, participation in the National Association of County Agricultural Agents, lectures, seminars, clinics, youth camps, and reading magazines, books, and research reports.

Pipelines to People

Some media for channeling information from my office are surveys, newsletters, bulletins, announcements, radio, television, newspapers, and special exhibits. Outstanding agricultural and industrial leaders are invited to appear on community programs.

In cooperation with farmers, specialists enable my office to make valuable suggestions to accomplish various phases of the program. Work with service organizations, churches, and social groups enlarge my circle

of influence and usefulness and improve city-county relations.

Well-planned meetings—each with a specific purpose—are essential to project a program. Groups with certain interests must have opportunities to express themselves. This will spur and train members to function as leaders, encouraging them to voice their opinions and requests.

Individuals in a group must realize the need for doing a definite job. Often their suggestions may be impractical for the masses. However, by serving as moderator, I have been able to guide their logic. As persons develop their abilities and increase their knowledge in farming and homemaking, they help to train others.

Recognition for superlative achievement in special areas is accomplished by awards. For example, those who make 1,000 bushels of corn per 12 acres are members of the "1,000 Bushel Club." Those who produce 750 pounds of lint cotton per acre are entitled to membership in the "Bale and a Half Cotton Club."

In projecting a program these are some of my pipelines. Because of them, I am a more efficient prompter, inspirer, and arranger.

Personal Inspiration

To live, learn, lead, and serve to the best of my God-given capacities summarizes my philosophy as an extension worker. As effectively expressed in the Extension Workers Creed:

"I believe in my own work; the opportunity it offers to be helpful; in its touch of human sympathy and its joy of common fellowship.

"I believe in the public institutions of which I am a part; of their right to my loyalty and my enthusiasm in extending the established principles and ideals of those who seek and find the truth.

"I believe in myself; in humility, but with sincerity of purpose, I offer to work with country man, woman, and child in making the farm prosperous, the country home comfortable and beautiful, the rural community satisfying, and my own life useful.

"Because I love these things and believe these things, I am an Extension worker."



On camera for twelve years

by MRS. EMILIE T. HALL, Home Economics Editor, New York

REGULAR television shows are one of the most effective ways of advising the public of the extension home demonstration program. That's what Erie County Home Demonstration Agent Mary Switzer says.

And Mrs. Switzer ought to know. She's been at it for 12 years and is still going strong.

The Home Demonstration Department which Mrs. Switzer heads is responsible for a weekly show, *You and Your Family*. The show covers consumer buying, marketing, health, and some how-to-do-it kinds of information. A home demonstration agent appears on every program, along with an agricultural or 4-H club agent, or a guest.

Program Breadth

Started in 1948, two months after Buffalo station WBEN-TV went on the air, *You and Your Family* is estimated to reach about 200,000 families in western New York, northern Pennsylvania, and nearby Canada. Shows are scheduled six months in advance, with all three departments (agriculture, home demonstration, 4-H) participating in the planning.

Farmers, homemakers, college spe-

cialists, representatives from community agencies, and professional home economists have all contributed to the popularity of the show.

"The young homemaker who cannot get to meetings is foremost in our thoughts as we plan our programs," Mrs. Switzer says. "In many cases the program may be her only contact with the Extension Service. Through it we hope to make her aware of the Extension program and give her helpful information."

Although hand-outs are not offered on every program, the total number of requests for bulletins and mimeographed material offered in 1958 ran close to 124,000.

To check the reach and effectiveness of *You and Your Family*, the home demonstration agents mailed a postcard query to 565 women who had requested bulletins or other material offered on four shows. The response was a gratifying 33 1/3 percent.

Of the 187 women replying, 150 said they watch the program regularly. And all respondents indicated they use information gleaned from the program. Asked if they told others about the program, 175 said yes.

Among the respondents were 132 nonmembers and 116 homemakers with families of four or more. Some youngsters got into the act by scribbling with crayons on the postcards. One mother added a postscript that her 4-year-old had begged her to send for the recipe for bunny cake and a snowman cake which had been offered on a show, "Treats for Winter Holidays."

Noting that 17 of the 56 member-respondents reside in neighboring counties, the Erie County people decided to mail advance programs to the agents in those counties for possible use in their monthly newsletters to members.

Asked what topics they would like to see covered in the show, viewers came through with enough suggestions for at least 6 months of programming. Foods and clothing shows were in greatest demand, but there also were many requests for family financial management, teen-age topics, and gardening.

The response to this survey, and the steady stream of requests for bulletins, soundly prove Mrs. Switzer's belief that regular television programs are effective. It looks like Erie County home agents will be "on camera" for many years to come.

ZONING

(From page 45)

San Francisco township did the same thing. Citizens call it a forward step for farmers and city-employed rural residents alike.

With all emphasis on zoning and the changing rural scene, County Agent Smith and local leaders wondered: How well is county government really understood? How familiar are people with township government and how it works? How could they be informed?

They hit on an idea—give the information to youth. "First," Smith recalls, "we tried one central meeting, with leaders from different 4-H clubs, on local government. Attendance was poor. So then we decided to give the presentation to each of our 22 clubs, one at a time."

Each club held a meeting, with Smith as speaker, using university

publications on local government. He wound up each session with a short quiz on local government.

Not only 4-H members benefited. Attendance at each meeting was about a third parents. They were as interested as their youngsters—in how a county builds roads, how school districts run, how a township can zone land.

One adult 4-H leader says, "We were concerned about the lack of interest in local government among young people. A program like this helps interest them in taking part in government in the county when they are older."

These two phases of the Carver County public affairs program yielded many benefits. They demonstrated that people gain understanding when they are given the real meaning of zoning and local government.

HAND IN HAND *(From page 46)*

make farm and home visits with us, assist with planning and presentations with groups, help budget our time, and give us encouragement.

District supervisors are also on the training team. They spend many hours with us to plan and evaluate our efforts. And they help keep our local governing body and program committees informed.

Even so, the need for training continues in order to increase our effectiveness. Specifically, farm and home visit techniques, teaching of record-keeping, presenting of analysis information and our understanding of farm and home management, outlook, and related fields are areas where continued training would be beneficial.

If a person waited until he felt prepared before initiating a farm and home program, he would never get started. The training becomes more meaningful when we become involved. This extension method demands the use and application of all training that the agent has received. We feel this program has improved us professionally and thus we are more effective in the total extension program. And our experiences in this area are among the most satisfying in our work.

Keeping Pace with Suburbia

by MARGARET N. WHITE, Home Demonstration Agent, and IMOGENE ROMINO, former Associate Home Demonstration Agent, Baltimore County, Md.

How does a county home demonstration staff meet the challenge of rapid suburbanization? Let's take a look at some of the changes taking place in Baltimore County, Md., their impact on the extension program, and how we adjusted our program to the changing situation.

The county borders the city of Baltimore (a separate political unit) on three sides. In the past 10 years, the county's population increased 81 percent to nearly a half million. Yet there are no incorporated towns or villages in the county.

Part of this rapid growth can be attributed to the trend to suburban living. New light and heavy industries in the county also contributed to the population rise.

Changes Noted

Between 1950 and 1955, the number of farms decreased 17.4 percent. And at the present rate of growth, it is estimated that 450 of the 610 square miles in the county will be urban in the next 20 years.

Throughout this period of rapid growth, the home demonstration staff consisted of three agents sharing adult and youth work. An important aid has been the leadership development program, started more than 20 years ago by the former agent.

Leadership training for organized groups is our most effective means of reaching large numbers of people. Extension groups have grown from 39 in 1951 to 62 in 1959. During the same period, 11 other groups and many individuals have participated in the program.

For example, one project was conducted for a group living in a trailer park. These women, from several different States, carried a project on construction of children's clothes. Incidentally, these work sessions were

held in the laundry room at the trailer park.

In 1957, the county took part in the National Home Demonstration Survey. One of the findings indicated that 10.2 percent of women in organized extension groups are members of farm families. But more than one-third are under 40 years of age and more than half have children under 10 years old. In addition, many husbands have off-farm jobs.

Program Adjustments

These facts guided several changes in our county program. Our increase in enrollment has been largely in the younger age group. We hold more leadership training meetings but keep them short because members' time is limited.

We divided the county into districts for leader training. And we hold training meetings between 10 a.m. and noon, the most convenient time for mothers of school children and wives of industrial workers. Many groups arranged car pools to relieve transportation problems.

Relatively high incomes and educational levels demand an up-to-date program based on sound research. Frequently we include information on the history, philosophy, and organization of extension work. More than 50 percent of members in groups have belonged less than 5 years.

We receive excellent cooperation from farm organizations, the county library system, health department, civil defense, and other county and State agencies.

One of the biggest unsolved problems is a need for more adequate facilities for leadership training meetings and special interest groups. And we must find additional means of reaching beyond organized groups.

(See Keeping Pace, page 54)

Reaching Out to Busy Homemakers

by ESTHA COLE, Maury County Home Demonstration Agent, Tennessee

I WORK away from home and just can't attend home demonstration club meetings. I can't leave my small children to go to a meeting, but I want to learn what is taught in the home demonstration club.

From these pleas, by woman after woman in Maury County, came the idea for associate home demonstration club members.

Associate members are women who, for one reason or another, cannot attend club meetings but want to learn and practice the lessons taught in home demonstration clubs. They are "adopted" by regular club members who can attend the meetings.

Employed homemakers or those with conflicting home responsibilities are reached with this membership system. An associate member practices the same seven demonstrations a "Blue Ribbon" member does. But she is not required to attend meetings.

The sponsoring member takes responsibility for getting information to the associate and for teaching her the new skills learned at club meetings. She also takes back to the club progress reports on the associate's activities. The associate member is responsible for "doing something about" the lessons.

Expanding Idea

The Maury County Council of Home Demonstration Clubs adopted the idea of associate membership in 1957. Its goal was for 10 percent of the members of each club to adopt an associate member. That year, 152 women qualified as associates—22 percent of the total club membership. Last year, 174 of these homemakers would not have received extension teaching otherwise.

One associate is a 4-H member, sponsored by her mother. There are associate members of the Maury clubs in other counties, and even in other States—women who have become interested in the work through family and friendship ties.

We guide our home demonstration teaching to help these associate members as well as the regulars. Members who sponsor associates are provided with extra copies of printed material.

A mimeographed sheet of monthly requirements for following up each lesson is given both members and associates. Reading material required for each lesson is reviewed with the members, who are encouraged to carry the information to the associates.

Each month's roll call at local meetings calls for a report by each member on the use of the previous lesson, both by herself and her associate if she has one. Associate members are carried on the roll as a supplement to the list of regular members.

This monthly reporting encourages additional contact between members and their associates. It also encourages the associate to put the lesson into practice quickly, and makes her feel that her sponsor and the club are interested in her progress.

Blue ribbon awards for carrying out practices learned are given to associates as well as to regular members. The homemaker, whether a regular or associate member, must

practice seven lessons to qualify for this award.

Maury County reported 174 associate members qualified for Blue Ribbon awards in 1958. They feel they have extended their teaching about one-fifth more by this system in just one year.

These awards are made at the October meeting of each club, with sponsoring members accepting awards for their associates. Each February, club members and associates who qualify for the award are invited to a County Blue Ribbon Party.

Lasting Effects

In Maury County, we feel that the associate membership idea is helping us reach people we might not otherwise contact. It's also helping us more effectively reach people who cannot come to meetings.

Certainly it has focused the attention of club members on the value of extension information to homemakers who do not have direct access to it. And it has increased appreciation for extension teaching. It is developing leadership among our home demonstration members.

The plan has recruited members for our clubs, also. Some associates, because of their growing interest, arrange for days off from work or for someone to care for the children, and become regular members.

The number of questions we receive about associate membership indicates the increasing interest in it. In local stores or on the streets, working homemakers ask, "Are you going to have associate members next year? If so, I surely want to be one." Clubs and sponsoring members frequently receive notes of appreciation from associates.

We believe the associate membership idea is helping fill a need among homemakers in Maury County. We'll be using it as long as it serves Extension's growing need to reach homemakers outside of organized groups.



Home demonstration club member (left) teaches her "adopted" associate member what she learned about covering buttons.

Better Living For Working Women

by MRS. ROSELLA BANNISTER, Wayne County Home Economics Agent, Michigan

WE need to reach more brides and working wives with home economics information. Roberta Hershey, foods and nutrition specialist, suggested this at a district home economics meeting. And her suggestion sparked a series of meetings for women employees and wives of employees at a Detroit automobile plant.

More than 950 women attended the series of three meetings. The programs featured time and energy management in the home, home furnishings, and meal planning and food buying tips. Specific subjects included work schedules, time and energy saving method of ironing shirts, selecting furniture, color schemes, meal planning, and wise food buying.

The "Bride's School" idea was developed and the automobile company contacted. The firm's Girls Club agreed to sponsor the meetings for women employees and members of the employee Wives Club.

The 1½-hour meetings were held on three consecutive Tuesday evenings. A question and answer period followed each meeting.

With one exception, the information was presented by extension home economists. Lucille Monark, Wayne County home economics agent, and

Mrs. Hannah Pretzer, work simplification specialist from Wayne State University, talked on time and energy management. Luella Nault, Oakland County home economics agent, discussed home furnishings. The meal planning and food buying program was given by Marjorie Gibbs, Wayne County consumer marketing information agent, and the author.

Local interior decorating shops loaned furniture, rug samples, fabrics, and accessories for demonstration. A food company furnished cuts of meat to illustrate wise food buying and correct meat cookery methods.

Each person attending received a program, with a brief sketch of purposes and activities of Extension; Michigan State and U. S. Department of Agriculture home economics bulletins; and a bulletin list to be checked and mailed to the Wayne County extension office.

Three weeks after the series, 236 bulletin lists had been received requesting 2,150 home economics bulletins.

Newspapers, radio, posters, company house organs, and letters of invitation were used to promote the meetings.

The Girls Club sent invitations to

its membership of 600 and to 100 members of the Wives Club. The county extension staff sent 125 letters of invitation to wives of county and State government officials, area home economists, and the home economics executive council.

Four announcement releases were sent to 80 Wayne County newspapers at 1-week intervals before and during the series. Four newspapers used photographs along with announcement notices.

The women's department of the DETROIT NEWS covered the Better Living Series with articles on the home-making topics discussed at each meeting. This newspaper has a circulation of 472,000.

Two company newspapers printed articles with photographs announcing the meetings and presenting subject matter discussed. These newspapers are sent to families of employees in the Detroit area.

One hundred and twenty-five posters, made by the auto firm's graphic arts department, were posted throughout the plant buildings.

Approximately 40 percent of the women attending were employees, 55 percent were employee wives, and 5 percent were guests. About 70 percent of the people attending the final meeting of the series had attended all three meetings. And 90 percent of the people attending the Better Living Series previously were not aware of the extension home economics program in the county.

Since this first one in May 1958, 14 Better Living Series have been planned. More than 4,000 persons have attended the meetings.

Each series differs in subject matter and clientele but the basic pattern is the same. The organization sponsoring the series (labor unions, PTA, adult education departments, church groups, YMCA, radio stations, and community service organizations) is responsible for the physical and promotional parts of the series. This frees the extension agents for preparation and presentation of subject matter information.

Wayne County home economics agents feel that this method of reaching brides, young marrieds, and the working girl is very successful in this urban county.



Detroit women were eager to look at demonstration samples and ask questions.

Taking A Look at Careers

by GEORGE E. RUSSELL, Assistant State 4-H Club Leader,
and GEORGE T. BLUME, Assistant Extension Sociologist, Virginia

I DIDN'T realize there were so many things to consider before deciding on a career, said one young lad who participated in the career exploration class at the State 4-H Club short course. Another 4-H'er, who took the class called "Take A Look" at a senior camp, remarked "I am interested in several occupations and didn't know how to go about choosing one."

We have heard many such statements since beginning to work with older 4-H members in career exploration 2 years ago. Many have had their interest aroused and say they will continue to study such things as job duties, personal interests and ambitions, and occupational outlook.

The constant requests from county extension personnel for bulletins and material for talks on vocations indicate a need for this project. It is also evident that many 4-H members find it hard to choose between different occupational fields.

Big Need

For a large number, there is still no "organized way" of exploring the 40,000 different vocational possibilities. And too many 4-H members face confusion and disappointment when they realize their childhood dreams and ambitions are beyond their reach or that their job choice fails to measure up to expectations.

Favorable reactions were received from our first attempt at offering the program to a county 4-H organization. At a planning meeting with the county extension workers, we decided to hold four evening meetings over a period of one month.

An exhibit was prepared and displayed at each meeting. Training aids, including films, flannelgraphs, circle charts and booklets were used to present the material. Club members entered into the discussion during each session and gave a re-

port on their individual progress at the final meeting.

Career exploration has been popular at both the State 4-H short course and senior 4-H camps. In each instance, delegates and campers were allowed free choice of courses. At short course, 111 delegates attended the class sessions, while at camp 73 members chose career exploration over a number of alternatives.

Experiences to date have shown that, while the 14-year-old members were interested in careers, those 16 and over were the most serious minded in the discussions about their futures. Learning about oneself, discovery of certain abilities, and pursuing special interests appeal to boys and girls of this age. Career exploration to them is a personal interest and challenge.

To find out how 4-H members felt about career exploration, the short course delegates and campers were asked to fill in a questionnaire. The following represent answers by 125 4-H'ers to a number of questions.

To the question, how have the career exploration classes helped you, one girl remarked that they had made her realize the many oppor-

tunities which she should check before choosing a specific career. Another said it had helped her realize what a career meant to her and how she should work and prepare herself. And another stated that it answered a lot of her questions about career opportunities.

A boy commented that the sessions had made him realize that just walking into a life's work wasn't as easy as he had thought. Another indicated that he had learned where to begin in planning for his career. He also stated that before attending the career exploration classes he was "very confused."

Stimulated Interest

A question on expanding career exploration into a 4-H project or activity brought this response. Thirty-two percent would like to see it as an activity, 20 percent as a project, while 48 percent checked both without specifying which one. All indicated, however, that it should be made into one or the other.

On exploring a number of different careers, 87 percent of the 4-H'ers stated that the class sessions had stimulated their interest in studying a number of different careers. Asked if they thought that they would be better able to plan for the future because of some knowledge they learned in the career exploration session, 98 percent said that they would.

(See *Careers*, page 54)



Senior 4-H Club members look over display of career literature.

CHECKING UP ON OUR PROGRAM



by CHARLES T. BATES, JR., former
McPherson County 4-H Club Agent,
Kansas

Editor's Note: The author is now a graduate student at the University of Wisconsin.

Now more than ever before we should give youth opportunities through 4-H Club work. But are our present county programs adequate?

In McPherson County, we decided to take a critical look at our program. This included looking at present membership possibilities, potentials for future club members, projects and activities best fitting the interest of the people in various localities, promotion and expansion of club work, training and molding of leaders, and involvement of other people, associations, and agencies concerned with youth.

Cooperative Planning

Our county 4-H program has been developed primarily through the cooperative efforts of the county 4-H council, adult and junior leaders, and 4-H township representatives. The township representatives were selected as a logical group to evaluate our program.

So they were called into a county program planning meeting. They took a look into our program, evaluating and analyzing it completely.

A survey was prepared by the township representatives to determine existing problems. The survey was completed and summarized within 30 days after its initiation.

The next step was to outline goals and decide on action needed to meet these goals. We wanted to give the people the type of club program they wanted. And we realized a good program must have the interest of all, including 4-H members.

One problem was that of drop-outs of club members. A questionnaire was mailed to 101 drop-outs with 25 reasons listed as to why they dropped club work. Ninety-seven questionnaires were completed and returned.

The drop-outs were then characterized into four main categories. The results showed 24 percent had left the community; 12 percent dropped club work because of job interference; 5 percent dropped out due to ill health; and 60 percent listed reasons classified as preventable. This 60 percent was the group in which we were interested.

Our survey showed that we were not meeting all the needs of our youth or adult leaders. Among the 18 needs determined were: better trained leaders, both community and project; additional projects more adaptable to rural or urban club members, with electricity and photography rating first and career exploration second; more help on demonstration methods and techniques; easier records for younger members; garden-flower-broiler show; satisfying members through adequate project work; and better club recreation programs.

All 18 problems were classified either long-term or short-term. They were assigned a high or low priority, depending on importance and urgency. Then a course of action was determined to solve them.

A special leaders' training program was initiated with personal training given to all leaders by the club agent. We reached 96 percent of our leaders through this type of meeting.

Two new projects were added in

1958—photography and electricity. The first year, 101 enrolled in electricity and 77 in photography, both of which were conducted on the county level. Last year, the second year phases of both projects were added with 71 percent re-enrolling.

A new Spring Garden, Flower, Broiler and Rabbit Show was added for members in garden, home beautification, meal service, rabbits, and poultry. The first year, 348 exhibits were entered from 17 clubs.

Better Demonstrations

Twenty demonstration schools were given by the club agent, all on a local club level. Quality of demonstrations is improving and more members are presenting demonstrations at the County Fair and County Club Day.

A new modified record for younger club members was introduced into the county club program last year.

Fewer older members have dropped out of club work as compared to previous years with a heavy increase in group participation among older club members. Eighteen promotional talks were presented by junior leaders at Club Day in 1959 compared to 6 talks in 1958 and 4 talks in 1957.

A county recreation project was initiated last year. Group recreation is conducted every other month with junior leaders assigned the responsibility of leading the program. This gives the junior leaders an opportunity for additional leadership training and it helps local club leaders in planning and conducting better recreation programs.

We feel that great strides are being made in our county program. The total results are difficult to measure this time. But the results will be evident for years to come.

The time and effort put forth on program development is being rewarded by a 4-H program that meets the needs and interests of our youth. Our motto is "Year by year we build better citizens through 4-H, and youth by youth we build a better nation."

NEAR EAST

(From page 43)

party asked him to run again. He explained that he could not do justice to his office and farm during the critical planting time. The delegation promised that if he would be mayor, they would plant his crops.

Later the same day, a delegation from his own party came on the same mission. He explained, perhaps with some idea of what was ahead, that he could not do justice to the office of mayor and his farm during the harvest season. So his party promised that if he would be mayor they would harvest his crops!

The extension services of Greece and Jordan have developed to a high degree the technique of wide use of volunteer local leaders.

At a meeting of a Rural Youth Club in Greece, I was impressed by the number of adult villagers present. The extension agent explained that two of the men were volunteer project advisors—one in fruit nurseries and one in vegetables, and the other was the club's principal advisor.

In Jordan most villages have enterprise-leaders in addition to a local leader for adult work.

One important problem which extension home demonstration workers in Moslem countries face is to break down the barriers that discourage, even prevent, government from working with women. In Jordan, the home demonstration agent goes with the agricultural agent to the village extension committee—made up of men leaders of the village. The agents explain the aims and objectives of the home demonstration program and ask permission for the home demonstration agent to work with the women of the village. If this permission is granted—as it usually is—then home demonstration work is on the way.

Jordanian extension workers have developed a sophisticated program planning technique, coupled directly with an evaluation program. Prior to each 6-month program period, extension agents meet with the village extension committees. Together they work out an extension program based upon the needs of that particular

village. At the end of the 6 months, the village extension committee and agents evaluate the program—to decide whether it lived up to their expectations—whether it met the needs of the village.

It is difficult to believe that an organized Extension Service has been in existence in the Near East for less than a decade. One cannot help but be thrilled at the evidence of solid accomplishment.

I would be remiss if I did not pay high tribute to the dedicated men and women in the USDA who have provided superlative guidance in planning adapted training programs for extension leaders from around the world; to the Land-Grant Colleges and Universities which—while extremely busy with domestic problems—have taken time to offer highly individualized training to men of the caliber of Director Rassi, Director Moussourous, and Director Hassan; to the hard-working men and women in the Office of Food and Agriculture of ICA and its predecessors—who have so ably supported the work of their extension advisors in the field.

Critics of our expenditures in the foreign aid program could well take a look at the advances made in agricultural extension work around the world. They would be encouraged by what they found.

Extension is truly on the march in the Near East.

CAREERS

(From page 52)

On a question asking whether their high school offered them any career help, 66 percent of the class members indicated their high schools gave good help and advice all the way down to very little help. Thirty-four percent, however, said that their high school offered no career guidance help. To the question, assuming that career exploration was offered as a project or activity would you have selected it as one of yours, 93 percent of the 125 4-H'ers replied yes.

The importance of early planning in relationship to broad career goals, while not specifically asked on the questionnaire, was brought out by the students. Ninety percent of the

4-H'ers indicated that their proposed career interest area required a college education or specialized training of some kind. Those desiring to attend college were asked to check their high school credits against the entrance requirements of the college of their choice. And some members were startled to find that, even though high school seniors, they would not be accepted because of their failure to have the required credits.

An evaluation of the questionnaire comments and class expressions indicate a need and a place for career exploration in the 4-H Club program. It represents an area of interest each member must face as he strives toward maturity.

The career exploration program is now offered as a senior 4-H project in Virginia. More than 30 counties are conducting the project, with an enrollment of about 1500 members.

KEEPING PACE

(From page 49)

Mass media coverage is difficult in this type of county. The metropolitan newspaper, radio, and television stations do not cover home demonstration activities and the county weeklies have limited circulation.

Without strong mass media support, the program has grown primarily by individual contacts. Last year, 42 of the 62 groups in the county reported that nearly 600 non-members attended club meetings.

Young homemakers want help with improved family living, intelligent buying practices, family economics, and leadership development. Principal interests of older homemakers are leisure activities, community problems, and public affairs.

Now let's go back and sum up the answer to our opening question, How does a county home demonstration staff meet the challenge of rapid suburbanization? They have to know the changes taking place, keep informed on latest research, and seek new methods of reaching more people. And they must continually adjust their teaching methods and programs to serve the needs of their county's homemakers.



new channel for 4-H INTEREST

by MRS. GAY BENSON, Assistant Erie County 4-H Club Agent, New York

An outdoor, summer nursery school opened a new channel for 4-H interest in Erie County last summer.

We were searching for an answer to an often repeated question of club leaders. How can I help my girls with their babysitting problems?

After tossing ideas around, we decided on a nursery school to be run entirely by 4-H members. They would be guided by one leader and one agent.

The ideal age for the 4-H'ers seemed to be the 13 and 14-year-olds. These girls are enthusiastic and they like small children.

Planning started with a conference with the family life specialist and one of his associates. Letters to government agencies brought in stacks of information. All this had to be sorted and rearranged for presentation to 4-H Club members.

At the suggestion of the family life specialist, we next conferred with the head of the University of Buffalo preschool work. Then we visited the university's nursery as well as a commercial one. People from several communities furnished helpful information on play equipment.

Our next step was to sort out the accumulated information and organ-

ize it for club members. We called a 2-hour meeting of the interested girls in our experimental locality. During this session, we reviewed the literature and showed movies of a local nursery school, so the girls could see just how the program would work.

Gained Understanding

We invited the mothers of the nursery school children, as well as the 4-H girls, to our preparation meeting. We felt it was important that both groups understand what planning was needed for the school and what would occur during it. And we wanted them all to have a part in the preparations.

We presented the literature we had compiled on creative play activity. This contained suggested activities as well as do's and don'ts. Club members studied and added to our list of play equipment.

The literature also included some general characteristics of 3 and 4-year-olds. The girls and parents were given observation sheets to complete so we could know if we were hitting the right spots. This was our way of

checking whether we were answering the need we had been challenged to meet.

Club members, we discovered, needed at least one session to learn games geared for the nursery school children. And, in spite of having finished the story-telling project, the girls needed practice time for this.

Our plan was for 3 weeks of nursery school to be held during July. The hours were from 9 to 11 a. m. on Monday, Wednesday, and Friday. We balanced the program between active play and quiet play, broken with a refreshment time.

Select Age Group

As a result of our earlier study, we limited the nursery school children to 3 and 4-year olds. It seemed that in these ages lay the answers to the behavior problems with which we had been asked to help. In these children, the club members could visualize and interpret babysitting problems they might run across in 1 to 7-year-olds.

The entire program, from the viewpoint of 4-H members, leaders, parents, and the agent, was successful. The school itself ran so well that our biggest problem was the lack of problems. We don't understand just why none of the 15 youngsters wanted the other fellow's toys or got provoked because others played with their toys.

If you are looking for a new project, this one teaches many skills. It's a rewarding experience for everyone involved.

Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publication distribution officer.

- | | |
|--------|--|
| F 2145 | Growing Rye—New (Replaces FB's 756, 894 and 1358) |
| L 454 | Making Household Fabrics Flame Resistant—New (Replaces F 1786) |
| L 456 | Cattle Lice—How to Control Them —New (Replaces L 319) |

OFFICIAL BUSINESS

TWO WEEKS IN ONE

Two special observances of interest to extension workers occur during the first week of May. They are National Home Demonstration Week and National Youth Fitness Week.

The latter is sponsored by the President's Council on Youth Fitness to strengthen, enrich, and focus attention on youth organization programs.

Today's Home Builds Tomorrow's World is the theme for National Home Demonstration Week, May 1-7. Nearly 7 million homemakers, active in home demonstration work, are expected to take part in this 15th NHD Week. This observance gives us an opportunity to accomplish several purposes: increase understanding and support of Extension programs; focus attention on our year-round program to improve family living; strengthen our efforts to carry out Extension's responsibilities; and recognize volunteer leaders.



Fitness Can Keep U. S. Strong is the slogan for National Youth Fitness Week, May 1-7. The objectives of the Youth Fitness program parallel long-established 4-H objectives—to promote physical, mental, emotional, and spiritual well-being of our young people. In proclaiming the observance, President Eisenhower pointed out the importance of youth fitness to the strength and progress of our Nation. And he called on government officials, parents, youth, national and local organizations to promote programs and activities demonstrating the importance of youth fitness.